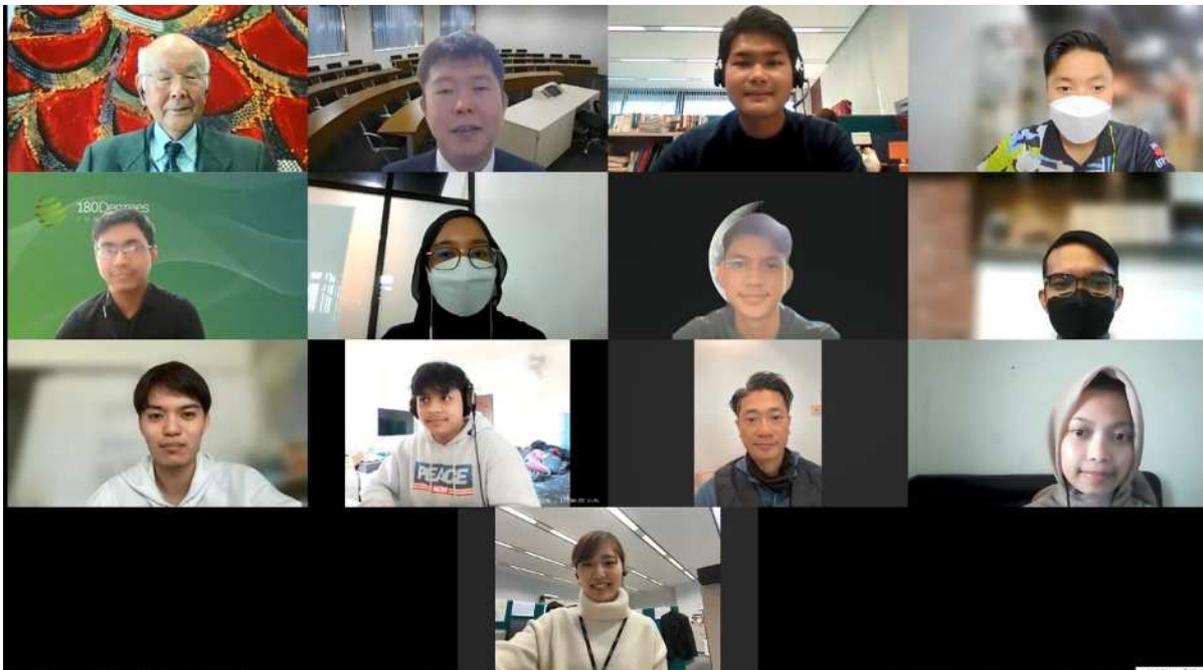


**ABEST21 Global Knowledge Network
-Online Japan Studies Seminar (JSS)-
"Future in Asia and what coexistence in the age of economic, social and
cultural globalization should be like"**

-Session 1-

The Session 1 of the Online Japan Studies Seminar was held on November 17, 2021 with Associate Professor ITOH Haruyoshi, Ph.D., Graduate School of International Management, Aoyama Gakuin University, Japan as the lecturer.



The theme of the Session 1 was "Strengthens of Japanese Corporations: Japanese Corporate Social Responsibility and Financial System". The main content addressed in the Session was as follows;

Globally, there are now 11 surviving corporations that exist for more than 1,000 years. Among them, 6 corporations, more than half, are in Japan. While Japanese corporations are less profitable, they survive longer than companies in any other countries.

Features of Japanese corporations surviving longer than 100 years are: 1. Low operating profits, 2. High ordinary profits, and 3. High investments in real estate. Additionally, many Japanese corporations commit to corporate social responsibility (CSR), so called "sampo-yoshi" (three way good), for a long time. Recently, many corporations have started to consider the



importance of ESG (Environmental, Social, Governance), SDGs (Sustainable Development Goals), and CSR. We would like to discuss why they are important. Additionally, sustainable finance which makes corporations to contribute to sustainability of the society is attracting many corporations all over the world. We would like to discuss what kind of financial system would be the best to achieve the "good" society. After his lecture, they shared their impression on his lecture. A student said he learned that that cooperation with society will bring enterprises much profit and the company need get back some benefit to society.

After that, ABEST21 President Dr. ITOH Fumio gave a five-minute lecture on the Chapter Two of "BUSHIDO-The Soul of Japan-." He has given such lectures on each of the Chapters at each Seminar session, aiming to enhance students' understanding of the Spirit of "BUSHIDO."

Next session is going to be held on November 20, 2021 at 12:00 – 13:00 in Tokyo time. For further details, please visit to ABEST21 website: www.abest21.org

